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Search Engine Optimization - Best Advices

SEO - Best Advices

Quite a lot I meet people in the SEO industry who blindly follow what a certain 'guru' says, or previously – there is no one way of doing SEO, and there definitely is no 'right' or 'wrong' when it comes to Search Engine Optimization. It is all about what tactic is most effective in taking you to the top of the SERPs, and that is all that you should be truly focused on.

Blind faith in Google's idea of SEO, or some guru's idea of SEO, is usually a bad idea. Listen to all sides of the argument, see the results for yourself and if possible, perform your own experiments if you have to.

One such instance involves paid links. Google has clearly said that paid links for ranking purposes are not acceptable and will be banned, whereas paid links for traffic purposes are fine. This has caused a lot of debates in the SEO industry on whether paid links are right or wrong vis-à-vis

Don't be a slave to Google or what other people advise you about SEO – there is no set pattern on doing SEO and there is no 'right' or 'wrong' either

The most victorious SEOs I know of publicly question some of Google's policies and 'preaching' when it comes to Search Marketing. That's not to say that you should go against Google, but that you should stay an open mind and focus on what works and what is guaranteed to be unbeaten in the long run.

Everything else, whether told to you by Google or the SEO gods or me, is irrelevant. Stay on top of the ball as far as developments in the SEO world are concerned; focus on what works, and what your know-how tells you works.

Having a 'system' to complete goals is a natural progression for anyone that has to do one type of project more than once. Web designers who put together 10-20 [Busby SEO Test Contest](#) sites every year have a system, programmers working on huge projects swear by their 'system' of doing things, and so on.

If you do not already, it is time to consider of SEO in terms of developing an effective system of activities and methods that will help you bring in targeted traffic to your website from the search engines.

A system is just effective if it can help you achieve your targets each time you do a similar project.

And as I said earlier, makes sure that continue doing that which is most effective in the long run, not what is easy or cheap to do, or what saves time, or what the search engines tell you to do.

Do what works now, and what will work in the upcoming.

Once you have a basic system to do your SEO activities, you will find it much easier to prioritize which job gets done first.

In SEO, as in real life, there are some key activities that take less time and effort but have a large impact on search engine rankings. Remember the 80-20 rule (the Pareto principle) (http://en.wikipedia.org/wiki/Pareto_principle) ? It works quite well in SEO, thank you very much, and it certainly makes life easier for us SEOs.

The most important SEO tasks will take roughly 15-25% of your time, and will yield 70-85% of the benefits associated with search marketing. For example:

Optimizing your [Busby SEO Test](#) blog's Title tags takes less than 2 minutes, but it has a major impact on how your web •_ pages are ranked in SEs.

Paying for (and submitting) a directory listing in Yahoo takes 5 minutes, but that link is more valuable than submitting to 100 free directories that have been spammed to death.

Make it a habit to ask yourself the importance of any SEO task prior to you do it – it will help you save time as well as refocus you on the more important things in SEO.

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